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Building a Brand from the Ground Up

Forming a vision and igniting support around it to build a brand that ignites a national response – A case study on America's Promise

A presentation by Professor F. William (Bill) Smullen III, Syracuse University, former Chief of Staff to Colin Powell and retired U.S. Army Colonel

Chairing a Summit that brought national leaders from every sector together to focus on harnessing the power of youth citizenship was the easy part for General Colin L. Powell. Bringing to life the outgrowth organization, America's Promise, was the tough part. As Colin Powell's Chief of Staff, Colonel Smullen was charged with the task of helping the General energize and rebrand a nation.

Hosted by the Canadian Public Relations Society's Calgary member society, Professor Smullen will lead a discussion on 'Building a Brand from the Ground up' drawing from his experience working with General Powell to build a culture around the initiative while raising an army of committed volunteers dedicated to investing critical resources into the lives of at-risk youth.

With his tremendous experience in extremely high-profile and high-stakes issues management, Professor Smullen will reflect on the importance of having a vision and how a strong, articulated sense of common direction can form shared conscious and ignite a brand. In this case, a brand that helped shape the future of America.

Professor Bill Smullen has had a long and distinguished career that spans both the academic world and military service. After 30 years of service he retired from the military in 1993. His career included tours of Korea, Panama and twice to Vietnam as well as several public affairs positions including Media Relations Officer at West Point and Chief of Media Relations for the Department of the Army. General Powell also retired from the army in 1993 and the two men initiated their working partnership.

Upon leaving active duty, Professor Smullen became the Executive Assistant to General Powell from 1993 to 2001 and had daily responsibility for managing the General's private office and professional activities. In 1997 he doubled his responsibilities by becoming the Chief of Staff for America's Promise—The Alliance for Youth, which General Powell chaired from May 1997 to January 2001. And in 2001, Colonel Smullen served as Colin Powell's top aide when Secretary of State Powell was the Bush administration's chief foreign policy advisor.

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The pair worked side by side on crisis after crisis, advising the United States and its top decision makers on ongoing military and political situations. Professor Smullen was so successful in this role and in managing General Powell's 'brand' that, according to one news report, Colonel Smullen "frequently ended up working to make sure Powell's reputation didn't surpass that of Bush or then-Secretary of Defense Dick Cheney."

After 13 years at Powell's side Smullen left national politics to become a professor at the S.I. Newhouse School of Public Communications at Syracuse University in upstate New York and Director of National Security Studies at the Maxwell School of Citizenship and Public Affairs.

Register now to attend Professor Smullen's discussion 'Building a Brand from the Ground up.' Space is limited to the first 130 registrants. **Register online at www.cprscalgary.com**

When: March 30th.
Time: Registration at 11:30. Lunch 12:00 – 1:30.
Location: Calgary Westin Ballroom
Cost: Members \$50
Non members \$75
Students \$30
Student non-members \$50
Lunch will be served via tables of eight. Table Price \$500

About CPRS Calgary:

The Canadian Public Relations Society (CPRS) is a uniquely Canadian association of public relations professionals. CPRS Calgary, formed in 1958, is the local member society representing some of the brightest and most talented communications professionals in the city.

CPRS Calgary strives to support public relations professionals at every stage of their career. There's an increasingly strong student membership presence in CPRS Calgary, and an outstanding list of professional development events held September through June.

For more information on the organization or other upcoming events, visit www.cprscalgary.com.

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For more information, please contact:

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